



**Euromonitor  
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# Pre-Paid Cards in the Philippines

December 2024

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**2024 DEVELOPMENTS**

Charge cards remains a niche category in the Philippines

**PROSPECTS AND OPPORTUNITIES**

Significant development is unlikely over the forecast period

[Credit Cards in the Philippines - Category analysis](#)

[Credit Cards in the Philippines - Company Profile](#)

**KEY DATA FINDINGS**

**2024 DEVELOPMENTS**

Convenience and travel aspirations boost credit card usage

BDO retains its status as largest credit card issuer

Emergence of new players drives demand

**PROSPECTS AND OPPORTUNITIES**

Growth of credit cards will be driven by Gen Z adoption and technological innovations

BSP to address credit card fraud while promoting financial literacy

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- Growth in debit cards reflects shift towards cashless economy
- Digital banks drive surge in number of users
- Security remains a key issue in debit card usage

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- GCash and Maya drive growth through development of pre-paid wallets
- Traditional banks discontinue certain pre-paid cards in light of mobile wallet growth

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